



# USDA Weekly Retail Turkey Feature Activity

Fri. Dec 22, 2006

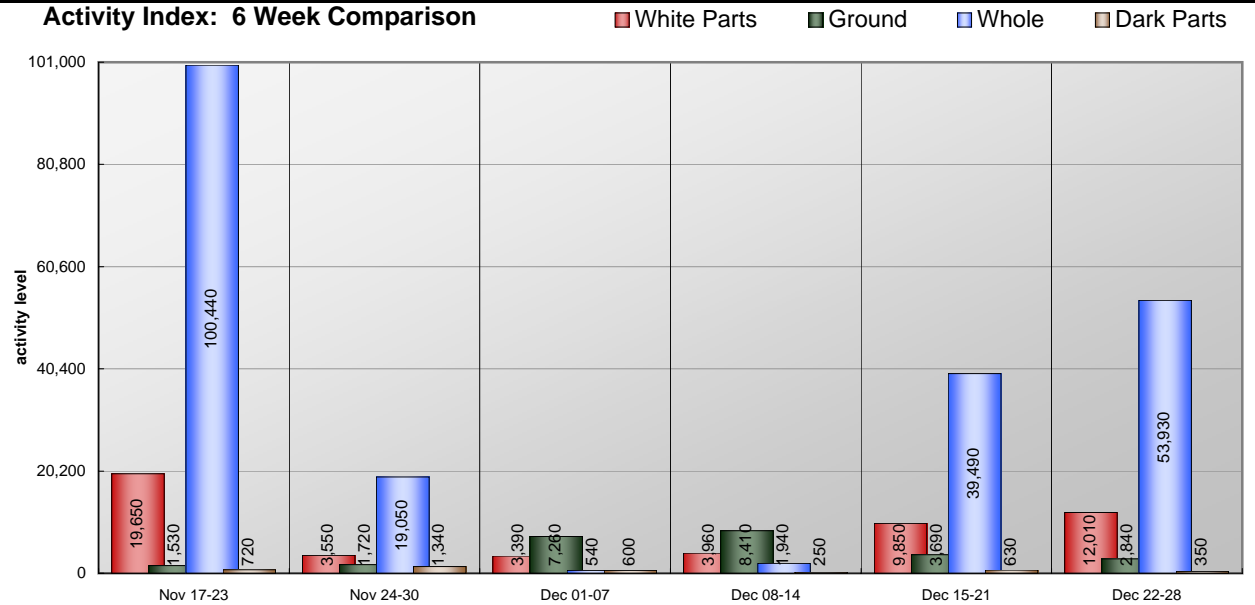
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/22 thru 12/28.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	90.4% of 17,000 outlets		76.9% of 17,000 outlets		89.7% of 16,700 outlets	
Special Rate 4/	5.8%		6.2%		3.5%	
Activity Index 2/	69,180		53,840		71,880	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	16,210	1.21	9,880	1.22	15,870	1.16
" - Toms	16,060	1.20	9,870	1.22	15,870	1.16
Frozen - Hens	10,970	0.86	9,790	0.86	13,350	0.92
" - Toms	10,690	0.86	9,950	0.85	13,240	0.92
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	3,340	2.14	1,810	2.17	3,820	2.15
Frozen	6,280	1.56	5,710	1.48	5,510	1.35
<b>Hotel Style</b>						
Fresh	80	1.99	20	1.87		
Frozen	10	1.59	130	1.59		
<b>Split, bone-in</b>						
Fresh	20	2.48	20	2.54		
Rotisserie	1,980	7.95	1,240	6.65	1,950	6.64
<b>Boneless, whole</b>						
			30	3.99	20	3.69
Cutlets	90	3.99	380	3.99		
Cutlets, thin sliced			250	4.70		
<b>Strips</b>						
Tenders	210	3.91	260	3.92		
Marinated Tenders	50	3.99	110	4.16		
<b>Drumsticks</b>						
Thighs	20	1.17				
Wings	30	1.22	10	1.27		
Necks	20	1.17				
Smoked Drumsticks	140	1.59	310	1.79		
Smoked Wings	140	1.59	310	1.79	170	1.58
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties	110	2.41	70	2.44	430	2.46
Sausage	730	2.48	1,760	2.48	510	2.57
85% lean	210	1.52	150	1.45	280	1.58
93% lean	1,470	2.41	1,150	2.30	570	2.40
Breast	320	3.97	560	3.96	290	3.93
Rolls (frsh/frz 1 lb.)			70	1.00	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

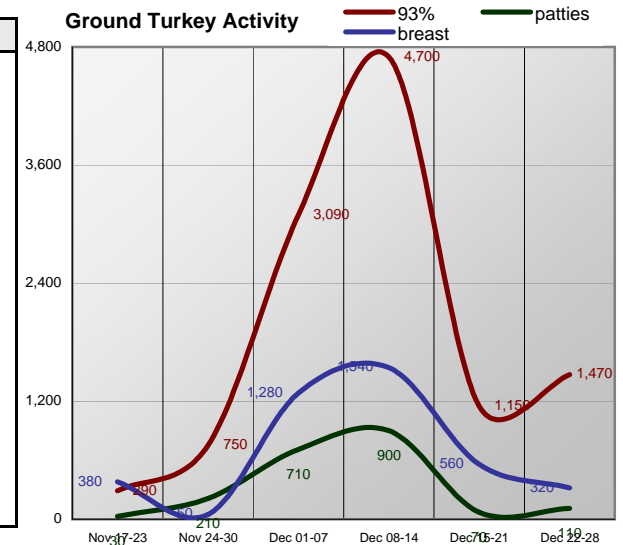
### Activity Index: 6 Week Comparison



### Turkey Featuring - 12/22 thru 12/28

With the holiday weekend upon us, retail turkey featuring is having its last hurrah for 2006. Whole bird turkey promotion is equivalent to a year ago despite fierce competition from competing meats. Ad prices for fresh are up a nickel, on average, from last year but down about the same on frozen. Turkey breast featuring is slightly more active for frozen than last year and at a higher average price. Fresh breast prices are about steady through the period. Store rotisseries are spinning overtime with a sharp rise in rotisserie breast ads and at higher average price levels. Other breast cuts and dark parts are featured sporadically. Ground turkey promotional activity is up from last year led by 93% lean. Average feature price is almost identical to last year. Turkey featuring can be expected to diminish sharply in the next two weeks and return in the new year.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



# USDA Weekly Retail Turkey Feature Activity

Fri. Dec 22, 2006

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/22 thru 12/28.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	91.2% of 7,900 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 35,450			88.1% of 5,200 sampled outlets 12.3% of stores w/ no-price promotions Activity Index = 17,510			91.8% of 3,900 sampled outlets 7.7% of stores w/ no-price promotions Activity Index = 16,220		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.89 - 1.68	8,520	1.18	0.98 - 1.69	3,910	1.24	0.99 - 1.69	3,780	1.25
" - Toms	0.89 - 1.68	8,510	1.17	0.98 - 1.69	3,910	1.24	0.99 - 1.69	3,640	1.24
Frozen - Hens	0.57 - 1.29	5,450	0.92	0.57 - 1.39	3,440	0.88	0.38 - 1.29	2,080	0.70
" - Toms	0.57 - 1.29	5,220	0.91	0.57 - 1.39	3,410	0.87	0.39 - 1.29	2,060	0.68
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.69 - 2.99	1,830	2.17	1.69 - 2.79	510	2.04	1.99 - 2.79	1,000	2.15
Frozen	0.98 - 1.99	3,550	1.50	0.79 - 1.99	1,690	1.63	1.59 - 1.69	1,040	1.65
Hotel Style									
Fresh	1.99	80	1.99						
Frozen	1.59	10	1.59						
Split, bone-in									
Fresh	1.99 - 2.69	20	2.48						
Rotisserie	7.99	180	7.99	4.99 - 7.99	310	7.40	6.99 - 9.99	1,490	8.06
Boneless, whole									
Cutlets	3.99	90	3.99						
Cutlets, thin sliced									
Strips									
Tenders	3.91	210	3.91						
Marinated Tenders	3.99	50	3.99						
Drumsticks	1.17	10	1.17	1.17	10	1.17			
Thighs									
Wings	1.17 - 1.29	20	1.24	1.17	10	1.17			
Necks	1.17	10	1.17	1.17	10	1.17			
Smoked Drumsticks	1.59	140	1.59						
Smoked Wings	1.59	140	1.59						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.27 - 2.49	110	2.41						
Sausage	2.32 - 2.92	270	2.43	2.74	20	2.74	2.49 - 2.50	440	2.50
85% lean				1.49 - 2.00	80	1.66	1.43	130	1.43
93% lean	1.99 - 2.80	710	2.44	1.99 - 2.62	200	2.31	2.39 - 2.40	560	2.40
Breast (99-100% lean)	3.69 - 3.99	320	3.97						
Rolls (frsh/frz 1 lb.)									

A full breakdown of supermarket promotions featuring turkey and other poultry for Christmas and Hanukkah will be available on December 22, 2006 on our website at:

[www.ams.usda.gov/poultry/mncs/Holiday%20Ads/HolidayAds.htm](http://www.ams.usda.gov/poultry/mncs/Holiday%20Ads/HolidayAds.htm)

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, turkey dinners, roaster chickens, capons, cornish hens, ducklings, geese, baking hens, poultry-based broth and gravy, shell eggs and egg nog.

---

**This and all of our other holiday promotions reports are also available in spreadsheet format. Please contact us at the number/e-mail address below to receive the spreadsheet files.**

---

USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911 - [PYMN@usda.gov](mailto:PYMN@usda.gov)